

SPORTS & ENTERTAINMENT MARKETING APPLIED

Levels:	Grades 10–12
Unit of credit	1 semester (.5)
CIP code:	08.0903
Prerequisites:	None

COURSE DESCRIPTION

This course will help students develop a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports marketing plans. This course will also delve into promotion plans, sponsorship proposals, sports marketing plans, and event evaluation and management techniques. Students taking sports marketing should have the opportunity to participate in DECA (student marketing leadership organization). DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARD 08.0903-01 **Students will discover the world of sports marketing and the use of marketing to promote sports and non-sports businesses in sports. Review of Sports Marketing A.**

OBJECTIVES

- 08.0903- 0101 Understand the components of the marketing mix as it relates to sports marketing.
- Define sports marketing, marketing, exchange, producer, consumer, etc.
 - Describe the “Four (4) Ps” of sports marketing.
 - Explain the marketing functions and activities related to each.
 - Define & explain marketing functions (7).
- 08.0903- 0102 Identify reasons a sports property would utilize marketing.
- Describe activities to market a sports property.
 - Define and/or simulate sports properties, marketing of sports.
 - Understand why teams utilize marketing.
 - Distinguish the different roles of people in sports.
- 08.0903- 0103 Identify reasons a company would utilize sports marketing.
- Describe activities to market non-sports products using sports.
 - Explain reasons for using sports as a medium for promotion.
 - Define: “borrowed equity”, promotion, and marketing through sports.
- 08.0903- 0104 Compare components of the event triangle and summarize exchanges for each.
- Identification of the components of the event triangle: event, sponsor, fan.
 - Describe the exchanges developed in the event triangle.
 - Explain the effects of media broadcasting on the event triangle.

STANDARD 08.0903-02 **Students will create and plan a sports marketing event.**

OBJECTIVES

- 08.0903- 0201 Identify and define sports marketing and event offerings in a sports marketing setting. Chapter 1.
- Identify issues of event conception, planning and sanctioning.
 - Determine the need for an event and the type of event to be run.
- 08.0903- 0202 Identify budget and cash flow issues for a sports marketing event. Chapter 2.
- Understand importance of effective budgeting and budget planning.

- Identify and explain line items utilized in event budget planning
- Understand revenue and cash flow importance in event planning.
- Identify revenue sources and cash flow practices for events.

- 08.0903- 0203 Identify and determine the importance of event location in a sports marketing event.
Chapter 3.
- Understand event market and marketability of the local and extended event area.
 - Evaluate benefits and concerns of a site and outline a site selection process.
 - Identify negotiation and contractual issues in selecting and securing an event site.

STANDARD 08.0903-03 Students will identify and develop sponsorship offerings for a sports marketing event.

OBJECTIVES

- 08.0903- 0301 Understand and develop a sponsorship proposal and contract.
Chapter 4.
- Identify components and content for a sponsorship proposal.
 - Define and explain sponsorship levels, exclusivity, signage, and other issues as they pertain to forming a sponsorship.
 - Identify costs associated with a sponsorship.
- 08.0903- 0302 Understand the sales process and its application in securing sponsorships.
Chapter 4.
- Identify types of sponsorship sales and relationship development
 - Define and explain benefits, obligations, indemnity, insurance, and confidentiality.
 - Define and explain laws which may effect a sponsorship agreement.
 - Develop a sponsorship contract and letter agreement for an event.
- 08.0903- 0303 Discuss sponsorship evaluation methods and measurement.
[From Sports Marketing A].
- Discuss SWOT concept & evaluation applications in sponsorship.
 - Identify measurement opportunities.

STANDARD 08.0903-04 Students will identify and develop event relationships with customers and participants of a sports marketing event.

OBJECTIVES

- 08.0903- 0401 Identify consumer markets, ticketing issues and promotion options for an event.
Chapter 5.
- Identify means of developing a market and reaching the market with promotions.
 - Define and explain consumer surveys, mailing lists, ticketing, and licensing.
 - Define and explain merchandising, promotion and promotion types.
 - Discover revenue and promotion sources for an event.
 - Understand ancillary events and other types of event promotions.
 - Define and explain licensing, merchandising, charity, and ancillary event.
- 08.0903- 0402 Discuss and plan for event relations with participants and athletes.
Chapter 6.
- Identify ways to create a “player friendly” event.
 - Develop relationships and contracts with participants.
 - Address contractual obligations for events and participants.
 - Define and explain obligations, promotions, media rights, and indemnification.
 - Define and explain warranty, release, release forms, amenities.
- 08.0903- 0403 Assess broadcast rights, media options, contracts, and programming issues in securing media distribution of an event.
Chapter 7.
- Research history of sports television.
 - Identify types of media broadcasting.

- Identify components of a television proposal and contract.
 - Define and explain proposal, pitch, open discussions, financials, and term.
 - Define and explain territory, trademark, creative control, and commercial inventory.
- Plan and classify operations issues for television programming at an event.
 - Define and explain production, camera issues, budgeting, and credits.
 - Define and explain right of first negotiation, music, clearances, and deal memo.

STANARD 08.0903-05 Students will develop elements and tools used in implementing and managing a sports marketing event.

OBJECTIVES

- 08.0903- 0501 Explain and evaluate atmosphere opportunities at an event.
Chapter 8.
- Identify personnel attributes that aide in effectively managing an event.
- 08.0903- 0502 Identify staffing issues and their effect on event operations.
- Identify positions, staffing, roles and duties of event personnel.
 - Define and explain different roles of event personnel.
- 08.0903- 0503 Describe and plan for event and post-event management.
- Develop an operations time line for implementation and event management.
 - Explain the importance of event Load-In and site preparations.
 - Identify game day/event day management issues and focuses.
 - Include descriptions of relationships development and event partner management.
 - Understand Load-Out and post event activities in ending an event.

PERFORMANCE OBJECTIVES

Each student must complete the following required performance objective:

- PO-01 Select and organize a sports event, develop a marketing plan, and run the event including the following components:
- A) Develop a promotion plan. (Standard 08.0903-02)
 - B) Develop a sponsorship proposal and contract. (Standard 08.0903-03)
 - C) Develop a post-event management plan. (Standard 08.0903-05)

Each student must complete three (3) of the following eight (8) optional performance objectives:

- PO-02 Develop a letter of agreement for a corporate partner's sponsorship of an event.
(Standard 08.0903.0302)
- PO-03 Develop and utilize a SWOT evaluation to evaluate a sponsorship and/or event.
(Standard 08.0903.0303)
- PO-04 Identify revenue sources and promotional sources for an event.
(Standard 08.0903.0401)
- PO-05 Organize and plan ancillary events to take place at an event.
(Standard 08.0903.0401)
- PO-06 Develop a player/participant contract for an event.
(Standard 08.0903.0402)
- PO-07 Evaluate and report on a television or media distribution contract for an event.
(Standard 08.0903.0403)
- PO-08 Develop a management plan for an event consisting of load-in schedule and pre-event activities.
(Standard 08.0903.0503)

PO-09 Develop a management plan for an event consisting of load-out schedule and post-event activities.
(Standard 08.0903.0503)

REFERENCE MATERIALS

The primary course content and terminology is from: "An Insider's Guide to Sports Marketing Events" by Jerry Solomon, Human Kinetics Publishing, 2002. ISBN: 0-7360-3108-1.

Please note that a class classroom set of this book is not necessary. The book from the publisher is \$25.00 and can be purchased at the following website:

<http://www.humankinetics.com/PRODUCTS/SHOWPRODUCT.CFM?ISBN=0736031081>